

**ADVERTISING CONTRACT /
INSERTION ORDER**



U-S AIRWAYS

THE MAGAZINE THAT CONNECTS YOU

Today's Date: November 21, 2012

Sales Rep: Nicole Bordges

This is your authorization to run the following advertising space in **US Airways Magazine**.

Issue Date(s): March 1, 2013

Rate: \$3500 per pages X 23 pages = \$80,500

Ad Size: 23 page Custom Content editorial feature

Please see attached word doc explaining each destination:
page county and level of financial commitment.

(Approved credit or cash with order for first-time advertisers). 15% Commission to recognized agencies. No commission on mechanical services.
All accounts due and payable upon receipt.

ADVERTISER

AGENCY

Name: County of San Luis Obispo

Name: _____

Contact Person: Nikki Schmidt

Contact Person: _____

Address: 1055 Monterey Street

Address: _____

City/St/Zip San Luis Obispo, CA 93408

City/St/Zip _____

Phone 805.781.5496

Phone _____

MATERIALS TO COME FROM:

Billing E-Mail: nschmidt@co.slo.ca.us

Billing Address: _____

BY DEADLINE OF: _____

Send all materials to: **US Airways Magazine, Production Dept., 1301 Carolina Street, Greensboro, NC 27401**

Terms and Conditions

Invoices are due upon receipt. Interest is assessed at 1.5% per month on invoices more than 30 days past due. A contract period consists of a 12 consecutive month period. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted unless received in writing prior to space reservation closing date. Covers are not cancelable. Options on cover positions must be exercised at least 30 days prior to space closing date. If order is not received by such date, cover options automatically lapse. All orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Should a change in rates be made, space orders may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges. All other cancelled space orders are subject to short-rate charges based on actual frequency and volume. Conditions other than rates are subject to change by publisher without notice. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published. **No amendment to the credit terms shall be effective unless the amendment is in writing and signed by the CFO of Pace Communications.** If a past due balance is placed with an outside collection service or attorney, advertiser/agency agrees to reimburse all costs of collection. When a contract for advertising or frequency is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein, shall not be binding on USAirways Magazine. Publisher does not assume any liability for error in key number or reader service listings or names/addresses or persons receiving reader service fulfillment labels. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web sites due to systems failures or other technological failures of the Web sites or the Web. Bonnie McElveen-Hunter, President

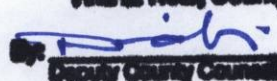
Authorized Signature _____

Date _____

Pace Communications, 1301 Carolina Street, Greensboro, NC 27401 336.378.6065 FAX 336.383.5816

Creative Must be Approved by US Airways

**APPROVED AS TO FORM
AND LEGAL EFFECT
Fitz L. Neal, County Counsel**

 11/28/12
Deputy County Counsel **Date**